Mobile CRM Solution for Recruiters

Overview

Your candidates are your business. The better the **talent pool** your acquire, the more rapidly you are able to **fill positions**- and the happier you keep both your clients and candidates.

With Coretalk Software you can **promote positions** to your existing database, **manage interviews, track feedback** and **remain in constant contact**. Always **professional** - always on top of things.

Coretalk enables you to **automate your responses** to certain adverts: you can have job seekers **complete assessments** and judge their suitability, prior to even meeting them. **Save time for your priority candidates**, without neglecting the development and growth of your database as a whole.

What is Coretalk Mobile CRM for Recruiters?

Coretalk is a software solution, it is installed on your PC/laptop and requires Microsoft Windows O/S, to operate.

Coretalk uses an iTegno 3800 GSM Modem, which directly connects via USB cable to your PC or Laptop. The GSM modem comes with USB cable and its drivers are automatically installed on your PC with Coretalk installation.

Modem Interface Overview

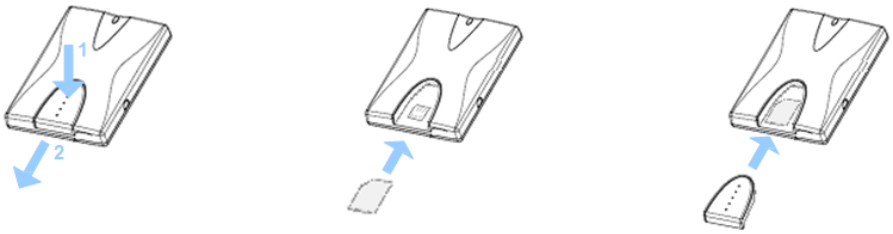
You are required to get a simple GSM SIM card and an attractive SMS/Text package from your local Mobile provider, just like the SIM card that you have in your mobile phone. Plug in the SIM card in the GSM modem as illustrated below and you are ready to go…

The following steps describe the insertion of SIM Card to the Modem

Step 1. Gently press down and slide out the SIM cover as shown.

Step 2. Insert SIM Card with the metallic part facing down and the clipped corner in the left.

Step 3. Insert SIM Cover back accordingly.



Inserting the SIM Card

The software is designed to enable your applicants to send you TEXT messages which you receive on your PC. They send the TEXT to the number of the GSM sim card, in exactly the same way as they would send an TEXT to your personal mobile phone.

Once the TEXT arrives in your Coretalk Software, you will have the ability to efficiently manage the TEXT communication in a proffesional manner and respond to applicants using TEXT messages.

The software is far more than a receive, reply or send bulk TEXT solution.

It has been designed to:

Maintain & Build Relationships

Through consistent interactive SMS/Text you remain in contact with candidates and clients, ensuring you are always their “go-to” recruitment specialist.

Save Time

Automate much of the process that you would personally have handled in the past. Job seekers can be judged on their suitability through completion of assessment forms sent directly to them on their initial enquiry.

Communication & Records

Use SMS instead of phoning and decrease costs. All correspondence is recorded to the database and the communication history so you always know who you are dealing with, and what has gone before.

Targeted Marketing & Keyword Promotions

Market directly to candidate groups in your database and run interactive SMS/Text keyword promotions, for specific job descriptions and requirements.

Integrate Systems

Coretalk Software operates seamlessly with your existing database.

Appointment Manager

Manage, amend and track meetings and interviews with the task and scheduler tool. Send SMS reminders directly to candidates to avoid no shows for interviews.

Cost Effective

Pay a monthly fee for software and using your dedicated GSM number you are able to make use of one of the cheapest methods of communication around: SMS

Here is a simple example of how Mobile CRM enhances your Recruitment communication processes:

1. Upload all your staff's / applicants names and cell phone numbers from your existing contacts database into coretalk.

2. Create a Mobile Report Form with specific questions that applicants can fill in and setup the screening process.

3. Create an SMS Promotion with specific keyword and place the tagline with company information on various advertisement materials.

4. Applicants TEXT the keyword if interested making it simple and convenient to apply.

5. Coretalk receives the TEXT and automatically replies with a link.

6. The applicant clicks on the link and completes the pre-qualification form

7. Coretalk receives the form and intelligently filters the results.

8. Applicants that meet the minimum criteria are automatically sent a TEXT message requesting them to email their CV, whilst applicants that don't meet the requirements are fairly notified.

9. All applications and potential candidate forms are captured in the system including their mobile numbers for future use and analysis. Alternatively they are exported to a third party database for higher end requirements.

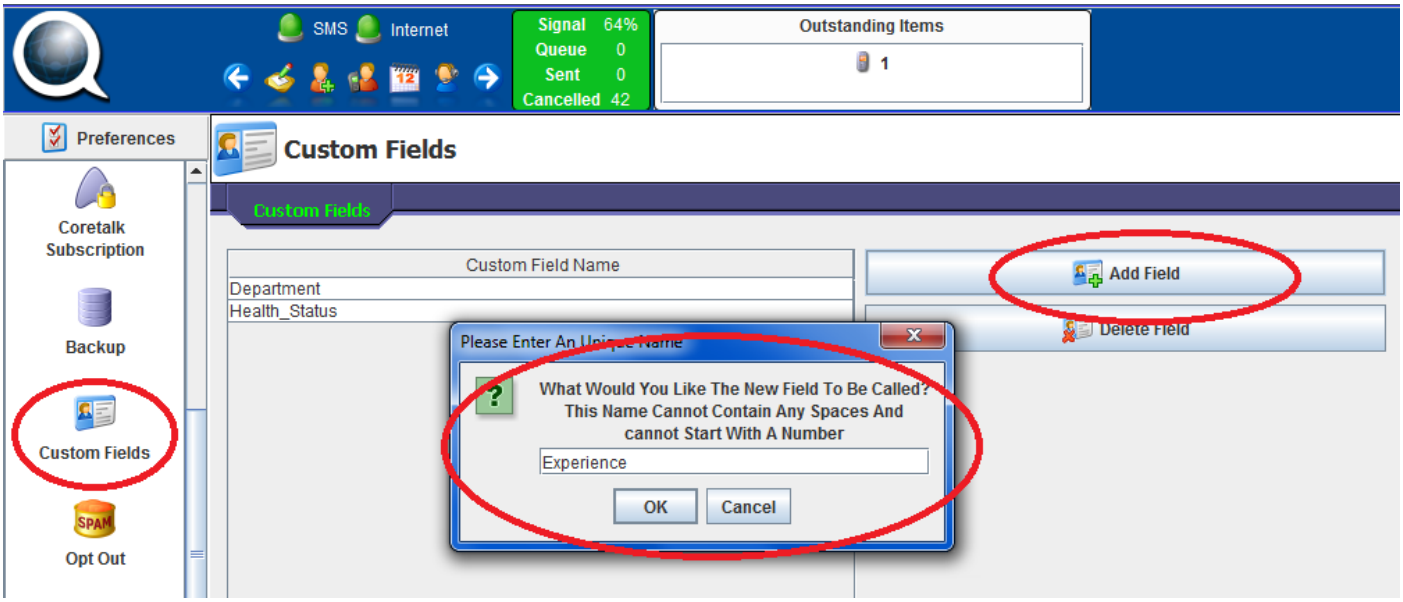
Follow the instructions below to see how to use Coretalk Mobile CRM in the Recruitment Industry.

1.Upload Applicants contact details from an existing database and manage contacts

One of the most important parts of Coretalk is to manage and maintain the contact details database. At first you will need to upload your current contact details from an existing contacts database. You can achieve this by importing the contact details from a Microsoft Excel, .xls,.csv file, or manually create contacts in Coretalk.

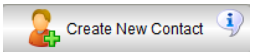
Because it is a Recruitment Industry, detailed/special applicant information might be required, to be captured in the contact database. So you will need to create custom fields in the database to allocate the special information for each applicant.

To setup custom fields, please go to *Setup* (coretalk logo), *preferences* and select **Custom Fields** option. Once in custom fields screen, use the **Add Field** button to create a new field. Specify the name of the field and once done select OK and continue with the next one. *Please see screenshot below*:



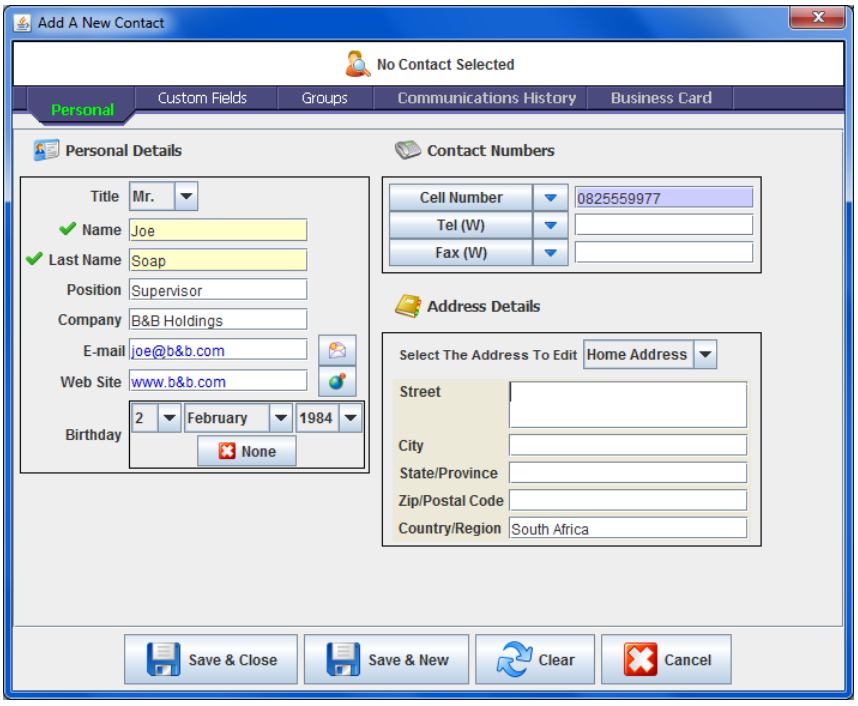
Manually adding contacts in Coretalk

Step 1: Click on Manage Contacts shortcut on the CoreTalk front screen, or you may access it from the Menu *(CoreTalk Logo)*



Step 2: On the Next screen click on

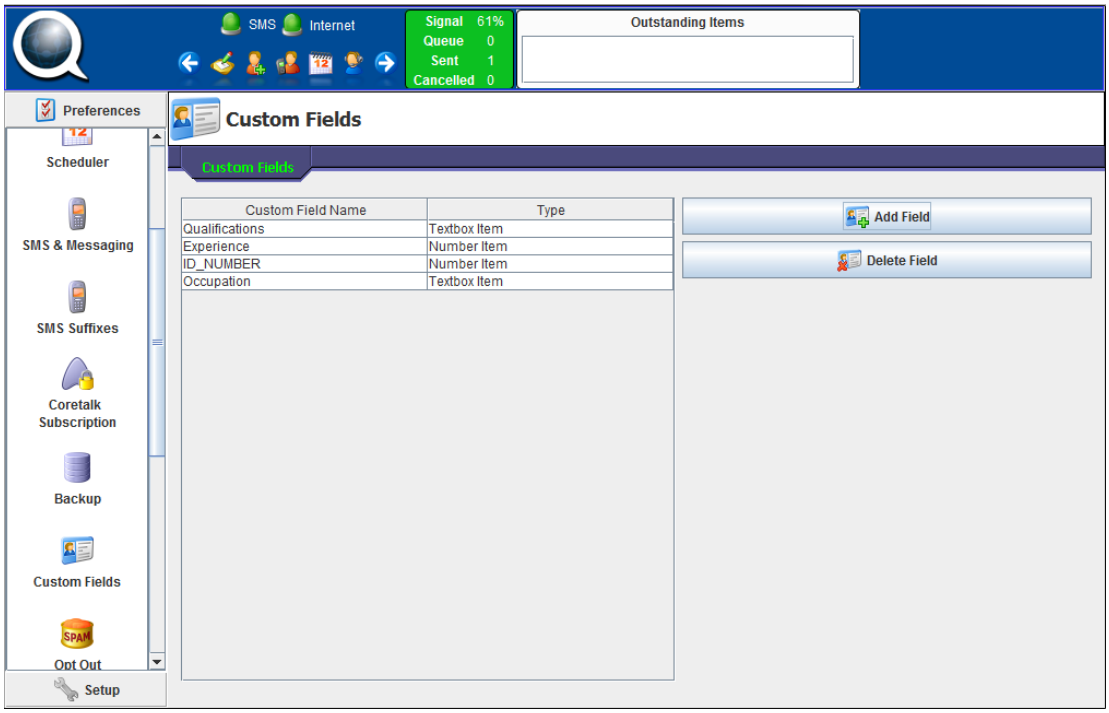
Step 3: Type in all Contact information available as shown on the example:



Step 4: Once you have filled in the basic Contact information, you may proceed with adding the extra information about the contact, by selecting Custom Fields.

As mentioned above, the extra/special information will be stored in the custom fields that you have previously created. In a Recruitment industry you might capture the applicant`s: work experience, health status , qualifications etc..

Please also note that if you haven't pre-configured your Custom Fields you may do so by clicking on "Manage Custom Fields" option.

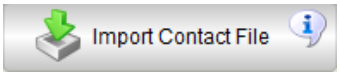


Step 5: Allocate the contact to a Contact Group.
If you haven't pre-configured your Contact Groups you may do so by clicking on "*Create New Group*" option* To allocate your contacts to groups is very important process that ensures that all your contact information are sorted and can be easily accessed.*

Step 6: You may now click *Save & Close* to close the *Contact Management* Screen or click *Save & Next* to save the contact details and let you create another one. The *Contact Management* Screen can also allow you to view the Contact History of Communication, and Send a Business Card from the contact to another party.

Importing Contacts from an existing database

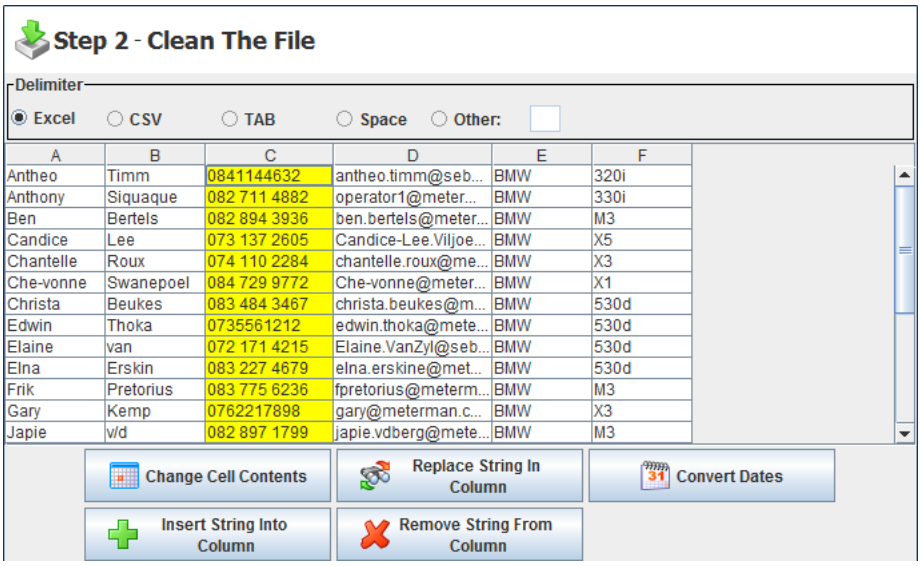
Import contact files option in CoreTalk Is used to import contact details from a file such as .xls, .csv … As mentioned above this process is normally done in the beginning when your CoreTalk database is empty and you would like to import all your contacts that you have on an excel spread sheet.

Step 1: To Import a Contact File please click on 

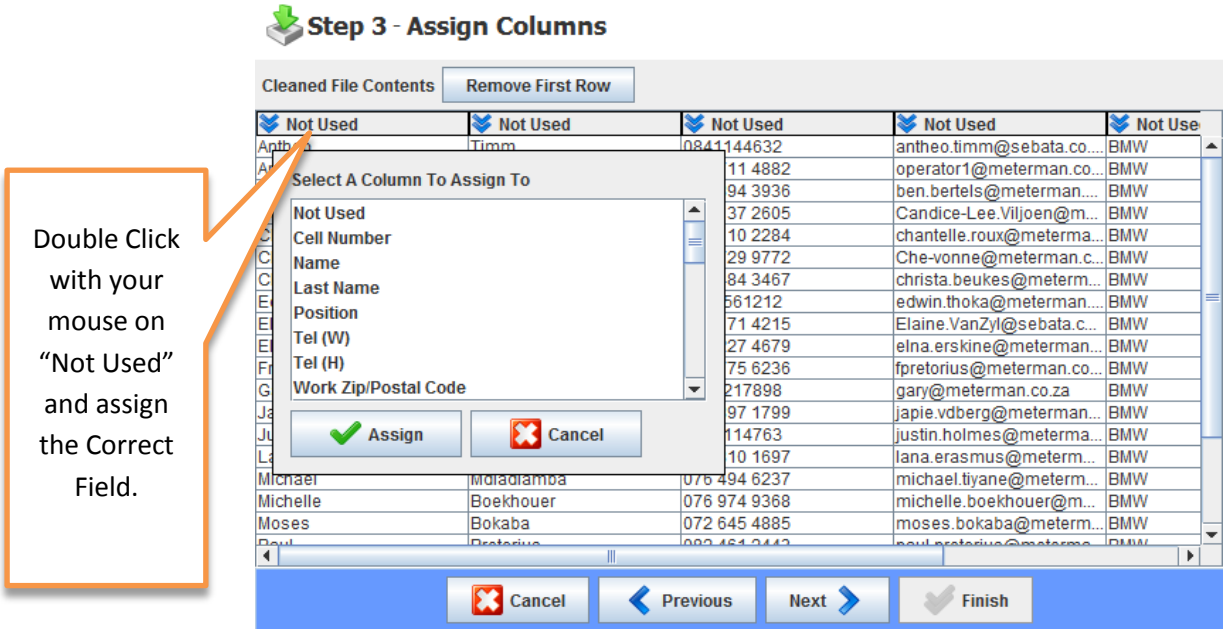
from Manage Contact Screen.

Step 2: Select the contacts .xls file that you are intending to import.

Step 3: Clean the File, CoreTalk provides you with a Tool that you can clean all the unnecessary info or adjust the information layout as required on your excel file. See sample below:

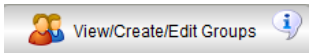


Step 4: Assign columns from the contact file to correct field on CoreTalk. Double click with the mouse on "Not Used" and assign the correct Field of Information. Please repeat this process for all the columns on the import file. Press **"next"** to proceed.



Creating and managing contact groups

Manage groups enables you to create groups, allocate members or setup remote access to TEXT groups when you are away from your PC. Profiling your contacts and TEXTING them as a group saves time and ensure that you provide relevant information to the right person. You can associate CoreTalk contacts with one another in groups. A contact can belong to as many groups as you like.

Step 1: Once in Manage Groups Screen, click on 

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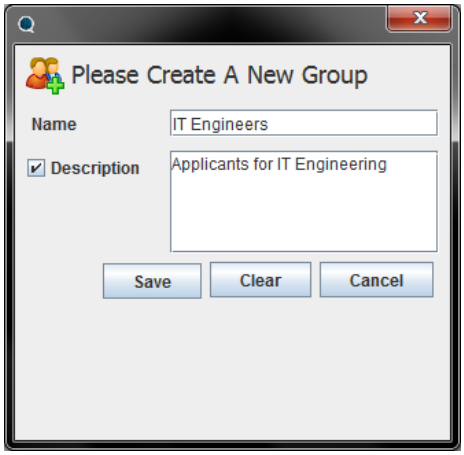
Step 2: On the right side of the screen, click on "Create New Group"

Step 3: Type in the Group Name and Group Description as per sample below:



Step 4: Proceed by clicking on “Save”

Please note that you can Edit the Group Name/Details by clicking on “Edit a group details”.

CoreTalk allows you to either “Delete by Group only” – delete the group but leave the contacts that were assigned to the group, or “Delete Group & Contacts” – delete the group and the contacts associated to the group.

Once you have imported your contacts and associated them to a group you may continue…

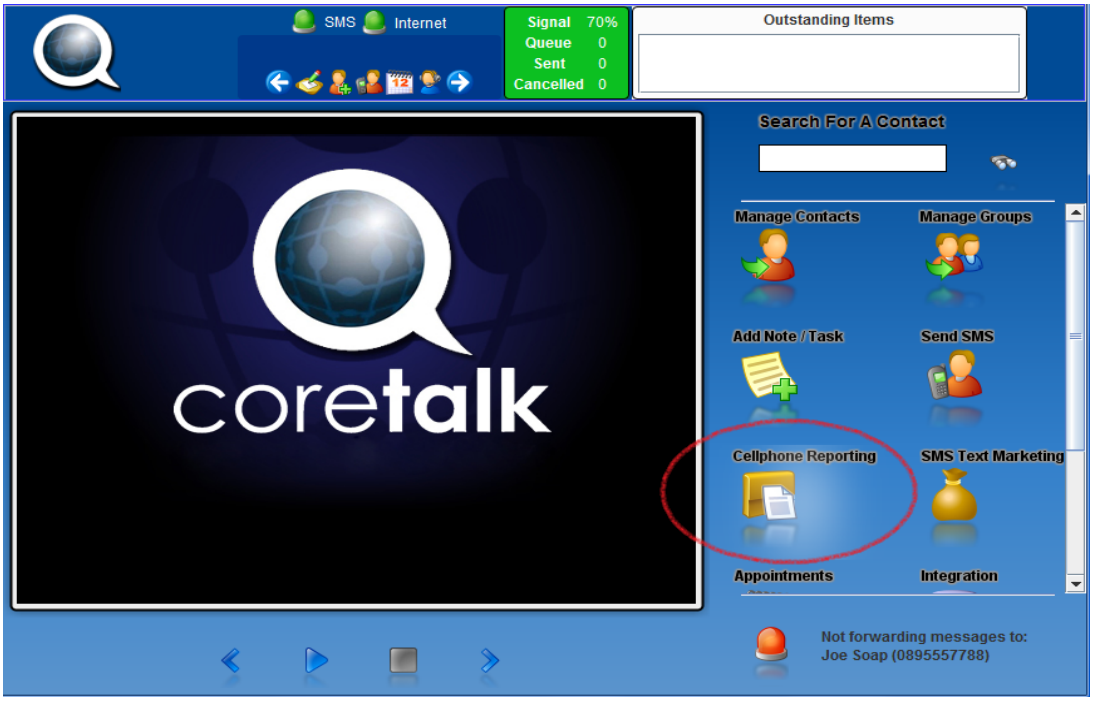
2.Create a Mobile Report Form with specific fields that applicants can fill in.

You first need to create a mobile report form with the necessary fields that users can fill in. Once the form is created an URL link will be generated that users can click on and access the form.

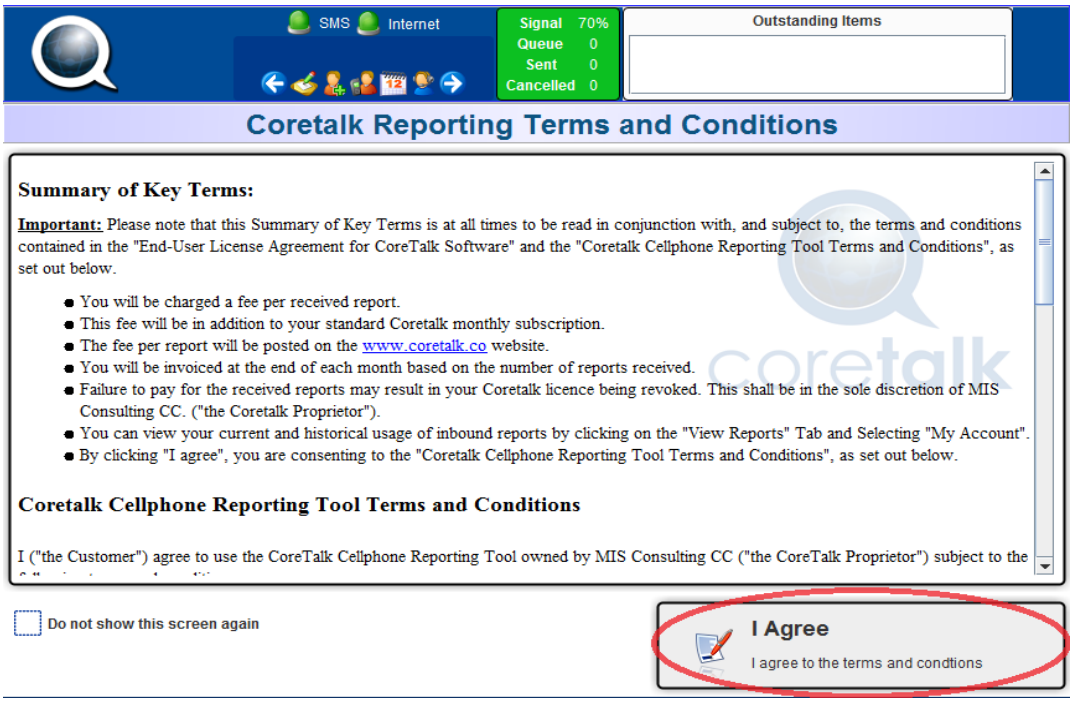
Let`s begin by explaining how to create a Mobile Report Form

Creating and managing mobile reports

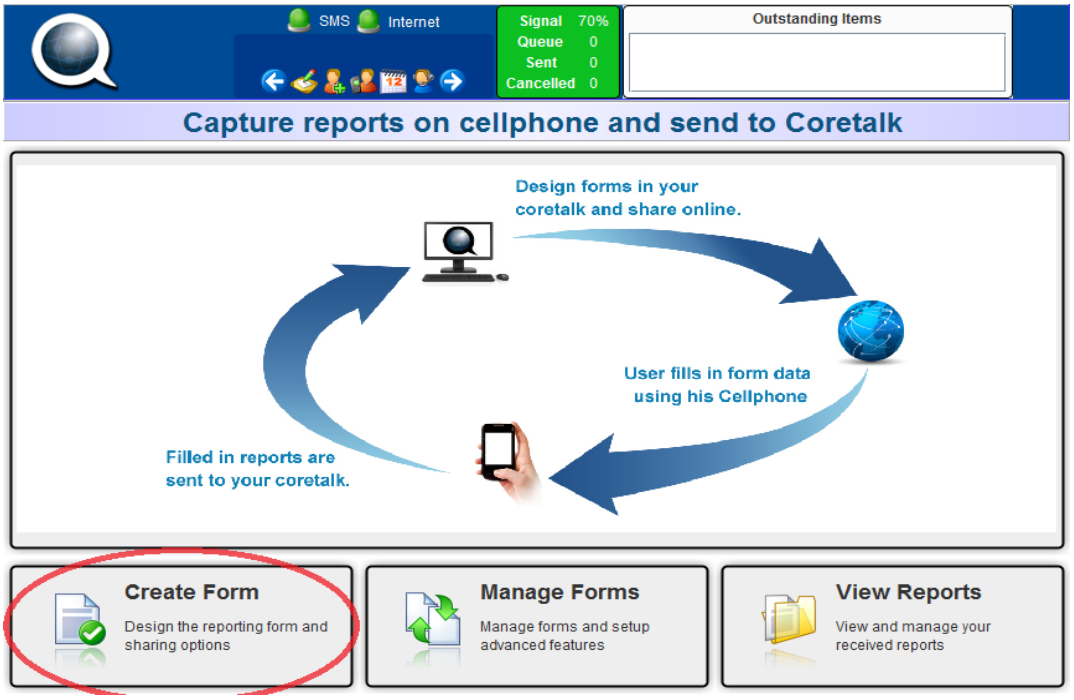
Step1: Open CoreTalk and select Cellphone Reporting from the shortcut menu, as illustrated below.



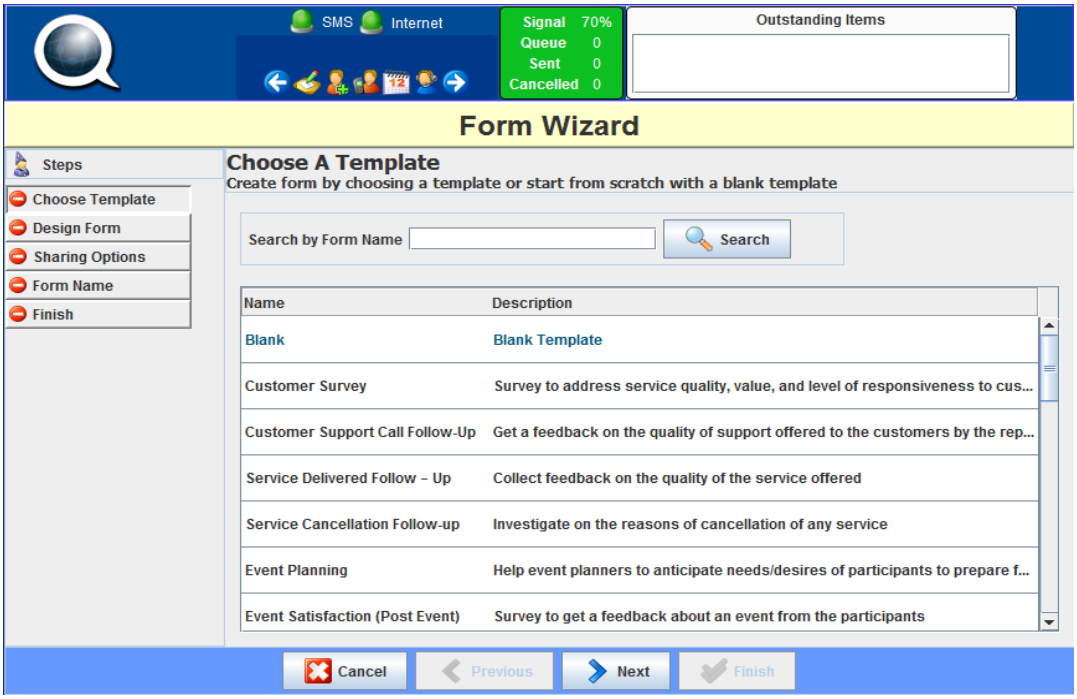
Step2: Please read through the CoreTalk Reporting Terms and Conditions, understand the processes involved. Select **"I Agree"** to continue.
It is optional to disable the Terms and Conditions notification by selecting: **"Do not show this screen again"**


SMS
Internet
Signal 70%
Queue 0
Sent 0
Cancelled 0
Outstanding Items
Coretalk Reporting Terms and Conditions
Summary of Key Terms:
Important: Please note that this Summary of Key Terms is at all times to be read in conjunction with, and subject to, the terms and conditions contained in the "End-User License Agreement for CoreTalk Software" and the "Coretalk Cellphone Reporting Tool Terms and Conditions", as set out below.
You will be charged a fee per received report.
This fee will be in addition to your standard Coretalk monthly subscription.
The fee per report will be posted on the www.coretalk.co website.
You will be invoiced at the end of each month based on the number of reports received.
Failure to pay for the received reports may result in your Coretalk licence being revoked. This shall be in the sole discretion of MIS Consulting CC. ("the Coretalk Proprietor").
You can view your current and historical usage of inbound reports by clicking on the "View Reports" Tab and Selecting "My Account".
By clicking "I agree", you are consenting to the "Coretalk Cellphone Reporting Tool Terms and Conditions", as set out below.
Coretalk Cellphone Reporting Tool Terms and Conditions
I ("the Customer") agree to use the CoreTalk Cellphone Reporting Tool owned by MIS Consulting CC ("the CoreTalk Proprietor") subject to the
Do not show this screen again
I Agree
I agree to the terms and condtions

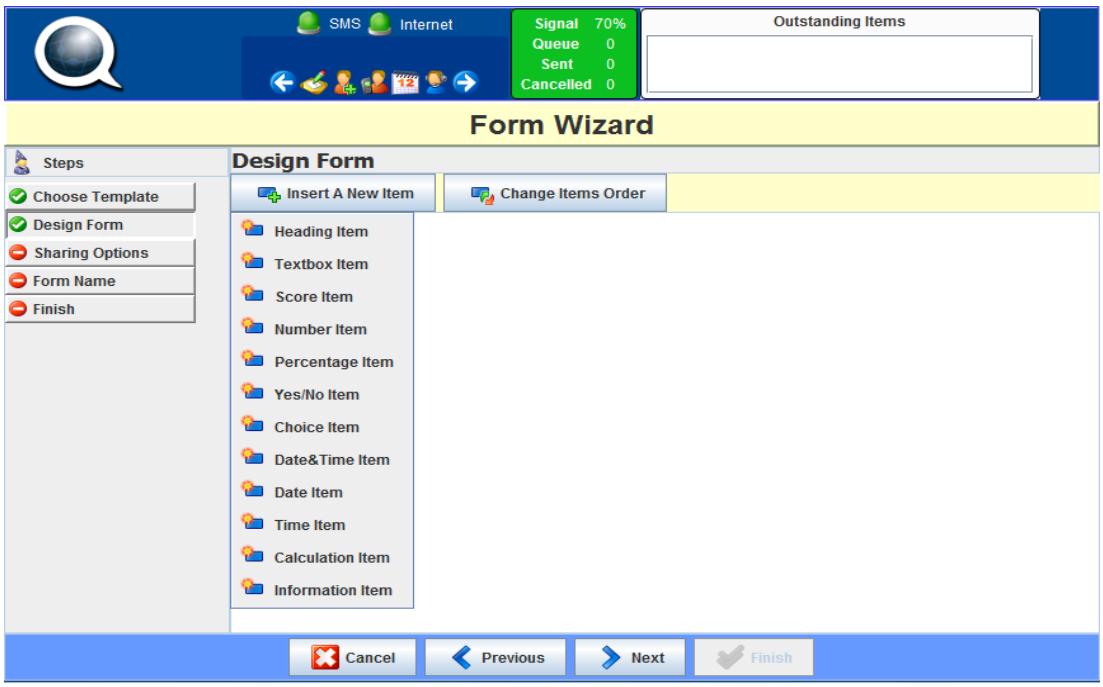
Step3: Once the Cell phone reports Menu is displayed, you may select the option you would like to use. Since we are creating a new form select **"Create Form"** option.


SMS
Internet
Signal 70%
Queue 0
Sent 0
Cancelled 0
Outstanding Items
Capture reports on cellphone and send to Coretalk
Design forms in your coretalk and share online.
User fills in form data using his Cellphone
Filled in reports are sent to your coretalk.
Create Form
Design the reporting form and sharing options
Manage Forms
Manage forms and setup advanced features
View Reports
View and manage your received reports

Step4: You may notice that CoreTalk includes a list of built in Generic Forms, you may use their content and customise them according to your requirement, or if you would like to create a completely new template you may choose **"Blank - Template"**

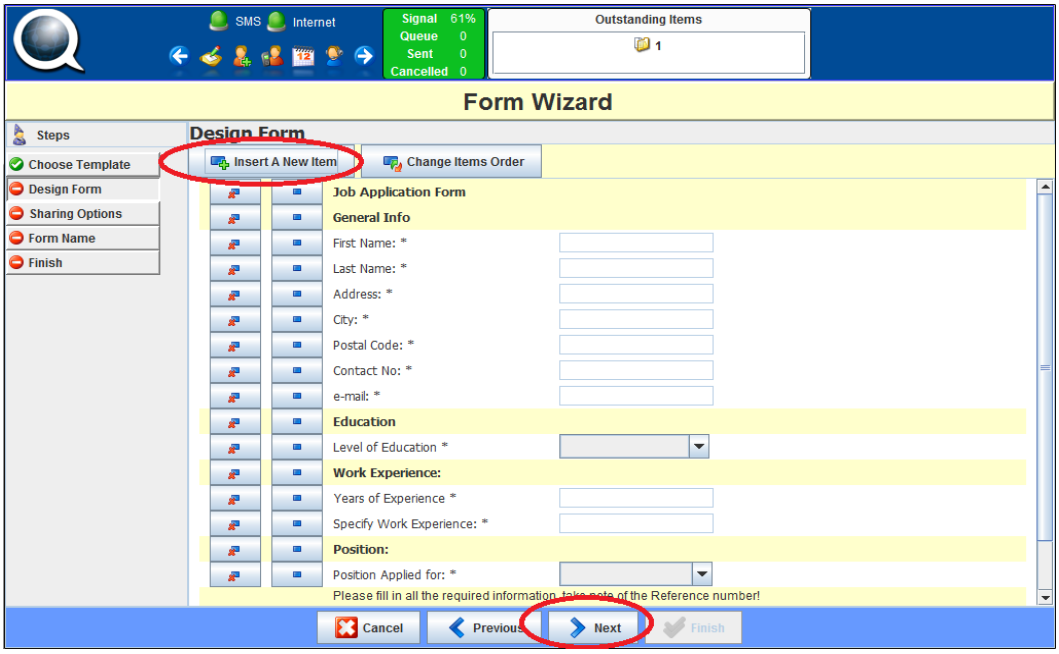


Step5: To add a new Item select - **INSERT ITEM** to insert the required Item type. You may choose from the menu options available.

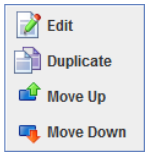


When creating a form you should normally start with the Subject Line or Heading Item. Please refer to our detailed Cell phone Reporting Manual for more info on the Item types.

http://support.coretalkgroup.com/manuals/Coretalk%20Cellphone%20Reporting%20V2.zip



Once you have created all the necessary items, you may edit their content by selecting on the particular item.

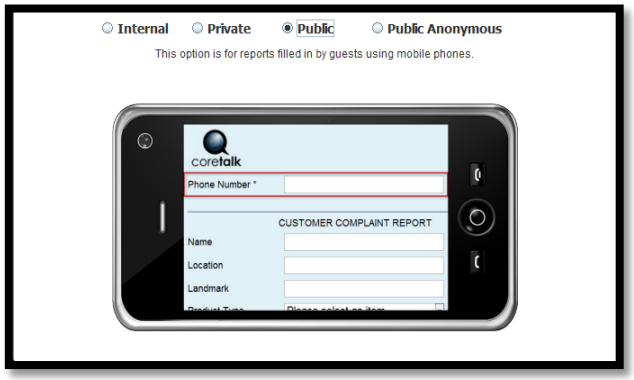


Select from the options provided for further action.
Proceed to the next screen by clicking **"Next"** on the Form Wizard.
Step6*:* The next step required is to decide on how these forms will be captured.

Coretalk provides four methods of sharing forms; you must select the one that suits your requirement. Please refer to complete Cell phone Reporting Manual to understand the four sharing methods.
http://support.coretalkgroup.com/manuals/Coretalk%20Cellphone%20Reporting%20V2.zip

In this case we will select Public Report since we would like to see the contact details of the applicants that are submitting the reports.

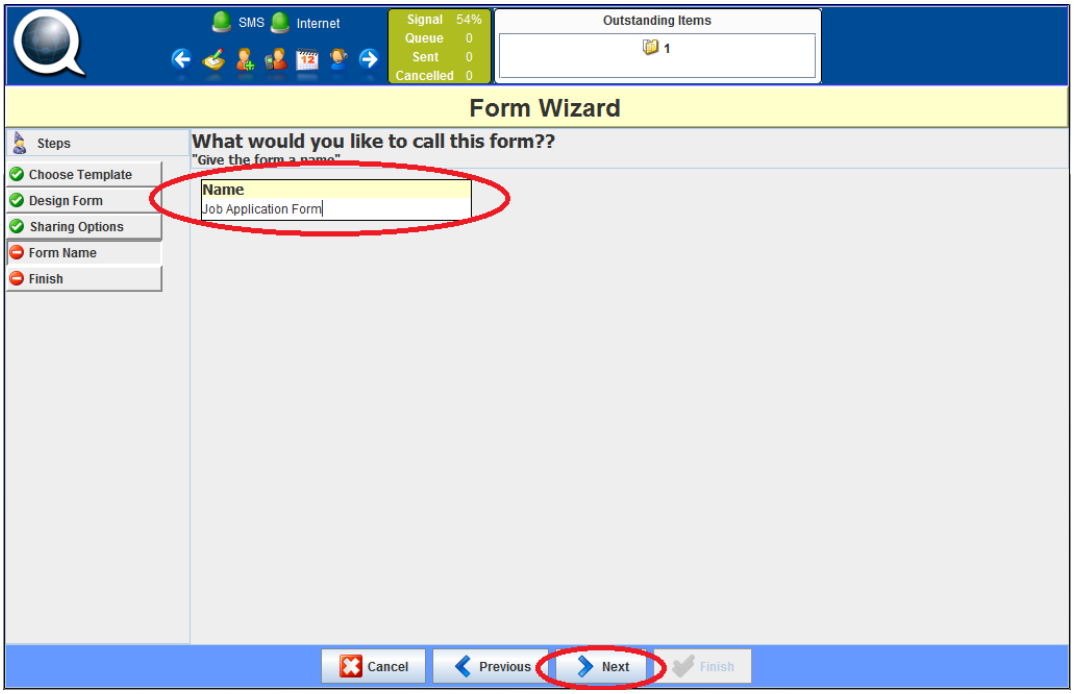
Public Report



This option is for reports filled in by public users using their cell phones.

Coretalk provides one URL Link for a specific form that is shared to the public via various marketing campaigns. To submit the form the user has to supply their Mobile Number. The users who have submitted their responses become active contacts in CoreTalk.

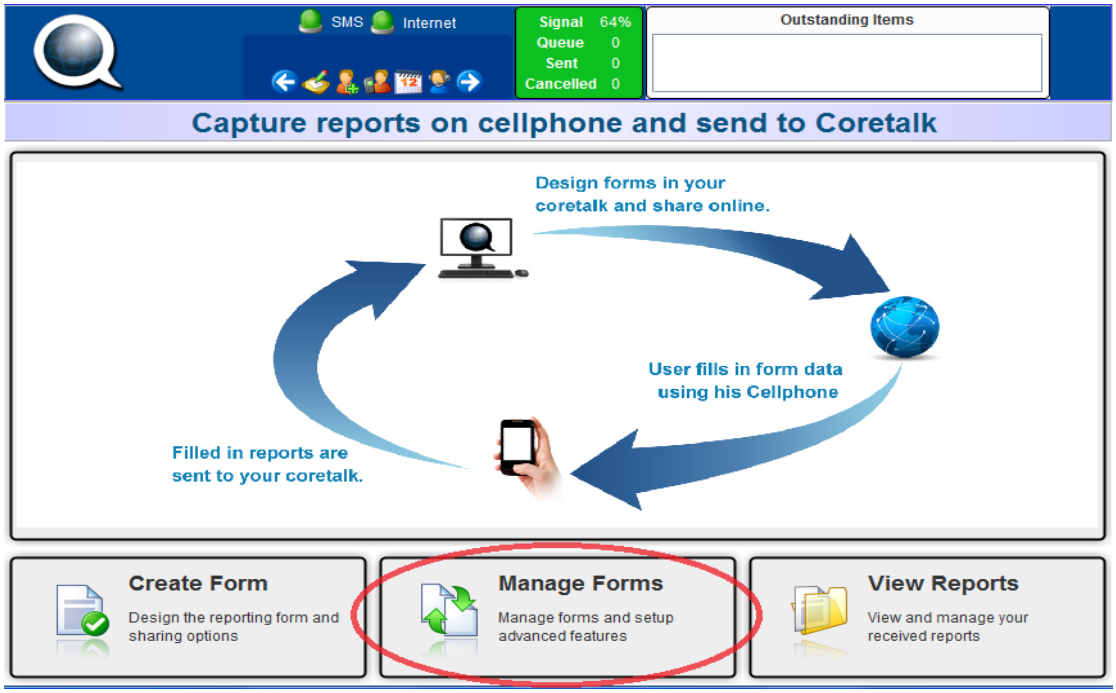
Step7: When the correct sharing option is selected proceed to the next screen where you can save the name for the report form that you are creating.



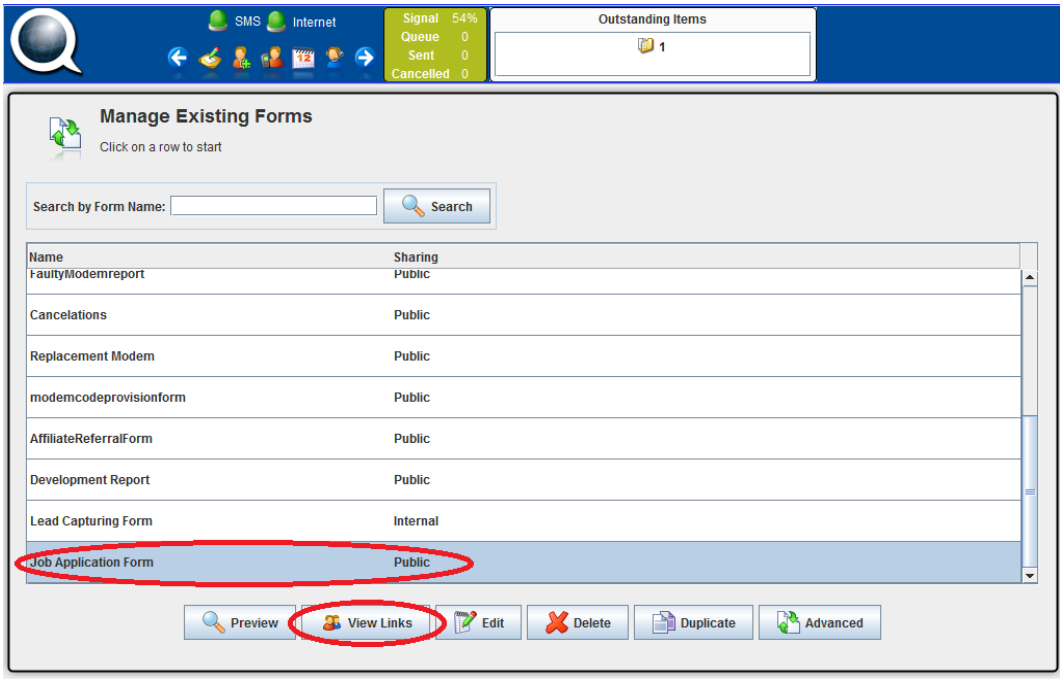
Step8: Well done, you have created your Cell phone Report form. You need to wait up to 5 minutes for CoreTalk to upload your newly created form and provide you with a URL link that is used to access the report. Select Finish to Save the changes.

Step9: Now let`s find out the URL link created for the Job Application report form so that we can share it to the applicants that need to access it.

Open Cell phone Reporting from the CoreTalk Desktop screen and select Manage Forms.

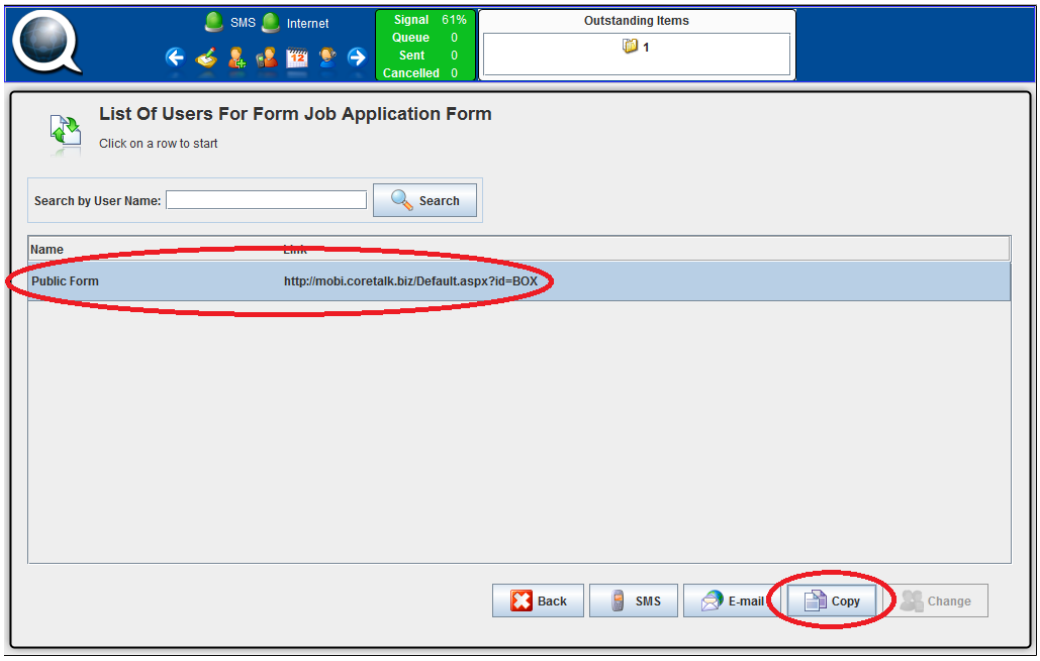

SMS
Internet
Signal 64%
Queue 0
Sent 0
Cancelled 0
Outstanding Items
Capture reports on cellphone and send to Coretalk
Design forms in your coretalk and share online.
User fills in form data using his Cellphone
Filled in reports are sent to your coretalk.
Create Form
Design the reporting form and sharing options
Manage Forms
Manage forms and setup advanced features
View Reports
View and manage your received reports

Step 10: You will now see the Form that you have just created. Left click on the form and click on View Links.



Step 11: Let`s assume you have previewed the form that you have created and you are satisfied with its content. Now go to **View Links** and check whether CoreTalk has created the URL link for the particular form.

If the link is displayed you may select one of the sharing options available.

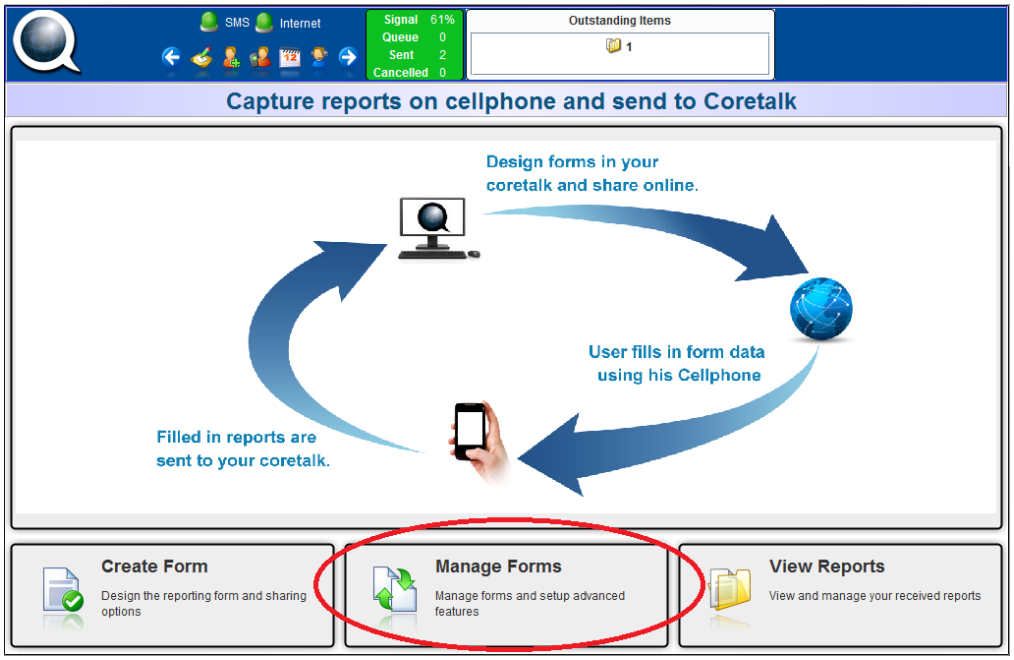


Step 12: CoreTalk provides you with list of options that you can use to share the URL links to users. Select the link and click on “Copy” so that we can copy the link in the SMS promotion that we will create in the next section of this manual.

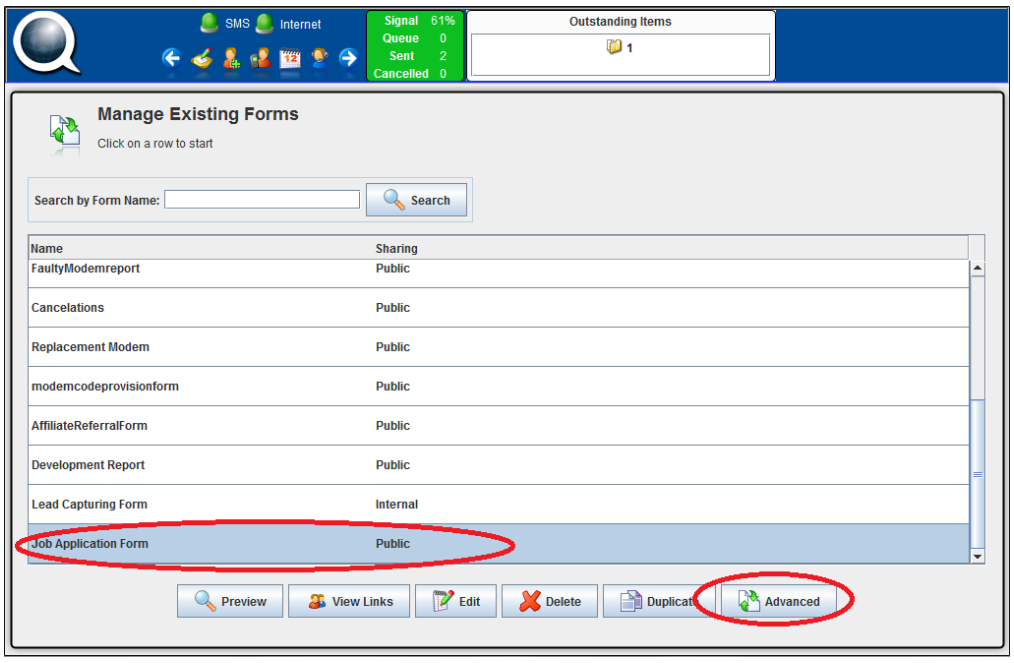
2.1Setting up the Screening Process to enable Coretalk to automatically filter out the results

Once the Form is created you need to configure the screening option so that Coretalk can automatically check and filter out the results.

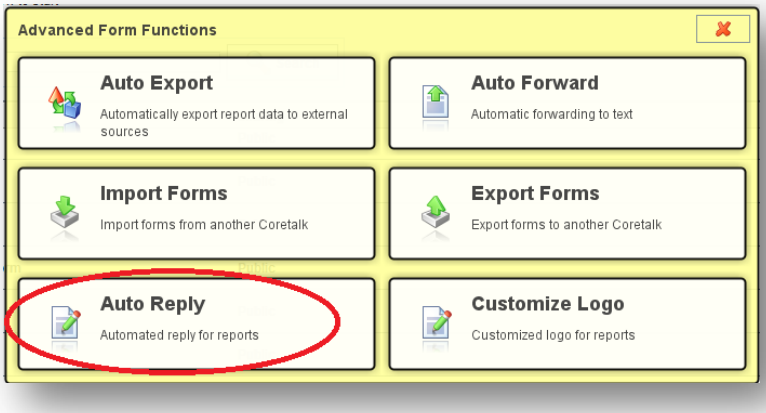
To begin, click on Manage Forms in the Cellphone Reporting Menu



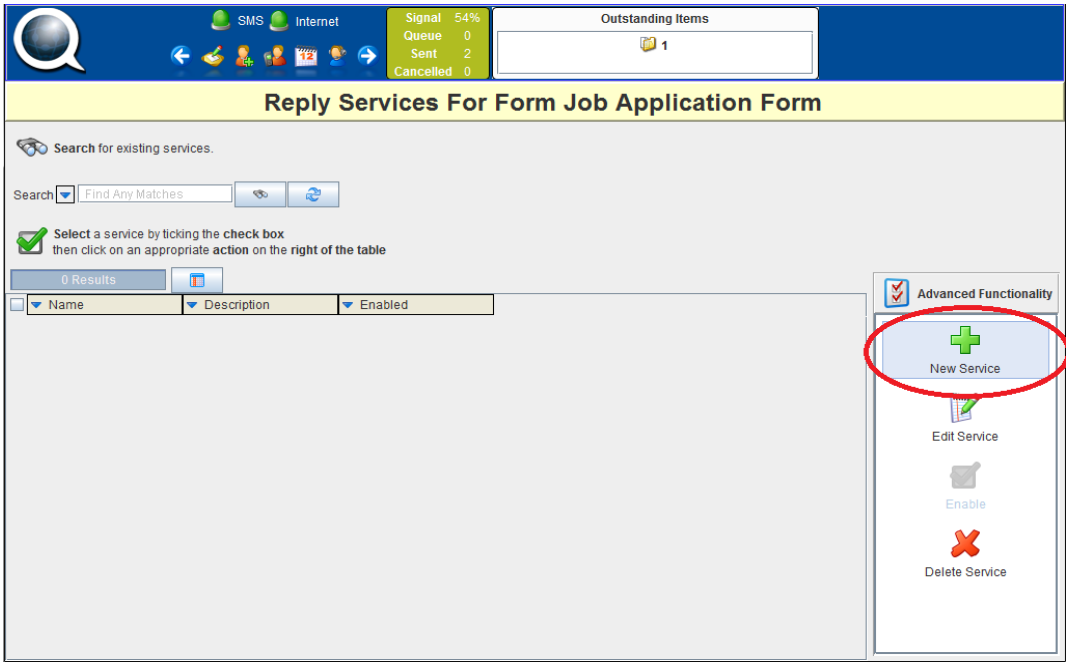
Step1: Select the Job Application Form that you have created and click on Advanced



Step2: In the Advanced Menu select Auto Reply.



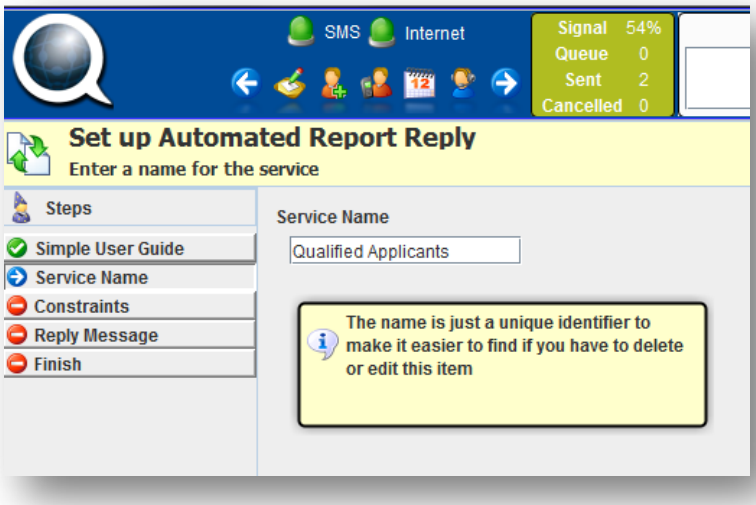
Step3: Click on New Service to create a new auto reply service.



In this case we will create an Auto Reply service for Qualified Applicants. The applicants that meet the minimum results will be notified that the application has been successful and to send the supporting documents.

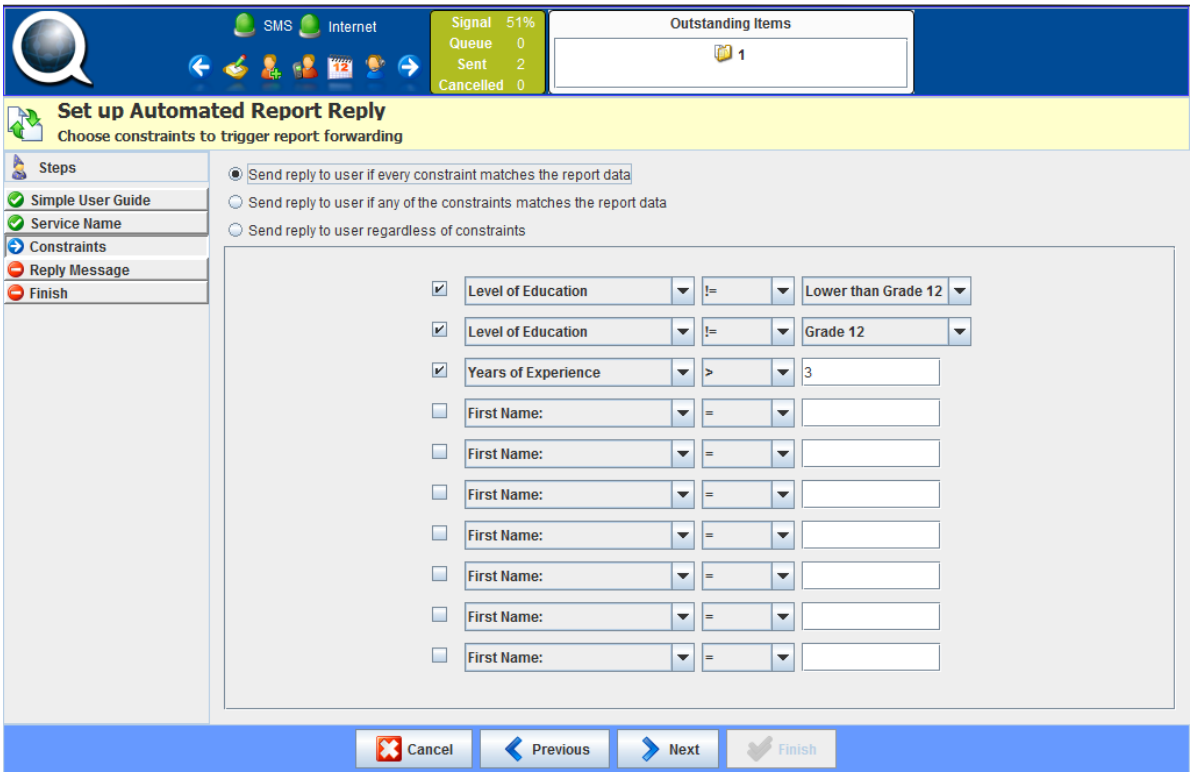
Step4: Give the service a name, in this case we will call it “Qualified Applicants” .

Proceed by selecting “Next”



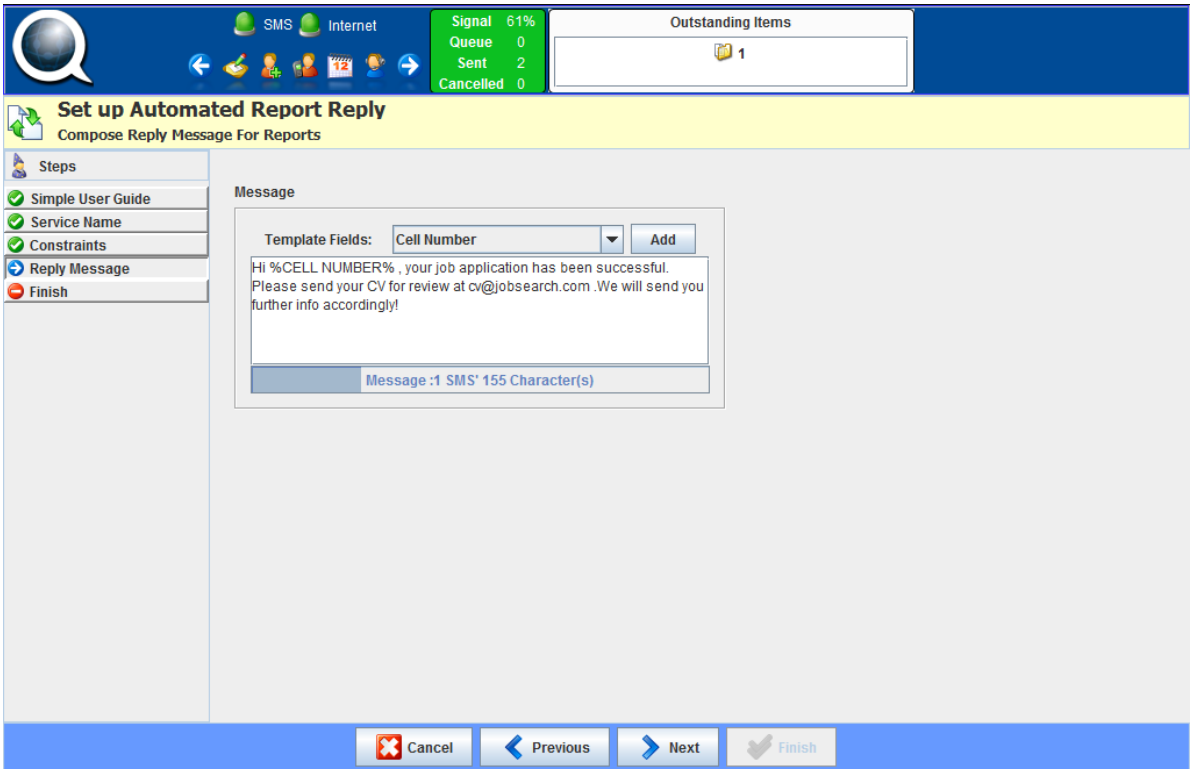
Step5: Now select the required option and choose the constraints that will trigger the auto reply. For the Qualified Applicants, we have selected : Send reply to user if every of the defined constraint matches the report data, and set the constraints to filter out the lever of education and years of experience.

Please see example:



Once you have defined the constraints click on “Next”

Step6: Now compose an Auto Reply message that will be automatically send to applicants that meet the qualifying criteria. Once completed, click “Next”



Please note that you can create a second Auto Reply service that will notify clients that have not met the minimum requirements. Follow the same steps as above and specify the necessary constraints accordingly.

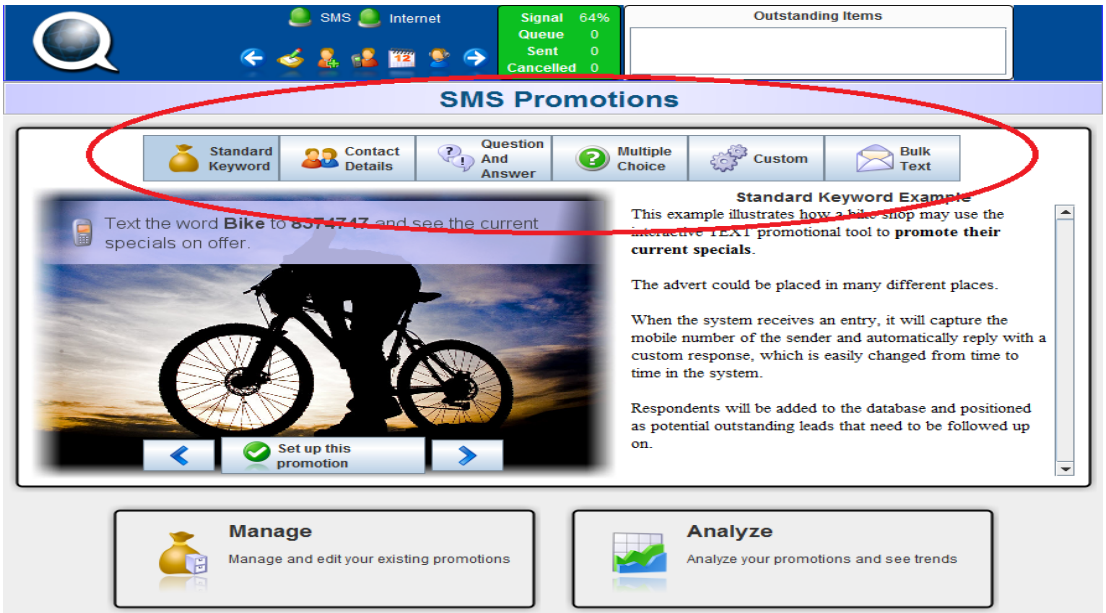
3.Create an SMS Promotion with specific keyword and place the tagline with company information on various advertisement materials.

Now let`s create an SMS Promotion that will enable applicants to TEXT a specific keyword ,Coretalk will automatically reply back with required content and URL Link that they can click on and fill in the application form.

Open CoreTalk , on the Desktop Screen select **SMS Text Marketing** from the Shortcut Menu as illustrated below.

Once in SMS Promotions screen you will notice the defined **SMS Promotion** options available.

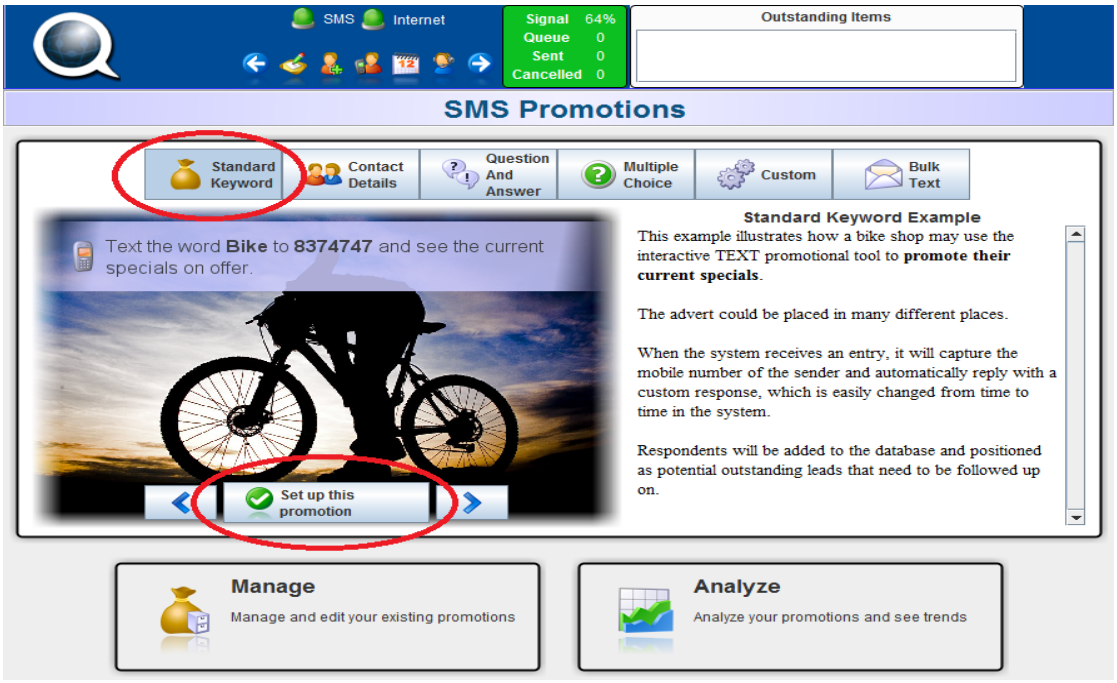
- **Standard Keyword**
- **Contact Details**
- **Question and Answer**
- **Multiple Choice**


SMS
Internet
Signal 64%
Queue 0
Sent 0
Cancelled 0
Outstanding Items
SMS Promotions
Standard Keyword
Contact Details
Question And Answer
Multiple Choice
Custom
Bulk Text
Text the word Bike to 8374747 and see the current specials on offer.
Set up this promotion
Standard Keyword Example
This example illustrates how a bike shop may use the interactive TEXT promotional tool to promote their current specials.
The advert could be placed in many different places.
When the system receives an entry, it will capture the mobile number of the sender and automatically reply with a custom response, which is easily changed from time to time in the system.
Respondents will be added to the database and positioned as potential outstanding leads that need to be followed up on.
Manage
Manage and edit your existing promotions
Analyze
Analyze your promotions and see trends

These options can be utilized as per requirement, by selecting each one of them you will be provided with an example TEXT on the screen, explaining the purpose that one can be used for, for an easy understanding.

In this case we will be using the Standard Keyword option. When the system receives an entry, it will capture the mobile number of the sender and automatically reply with a custom response, which is easily changed from time to time in the system according to the requirement.

Step1: On the SMS Promotion Screen, select Standard Keyword and select Set Up this Promotion.


SMS
Internet
Signal 64%
Queue 0
Sent 0
Cancelled 0
Outstanding Items
SMS Promotions
Standard Keyword
Contact Details
Question And Answer
Multiple Choice
Custom
Bulk Text
Text the word Bike to 8374747 and see the current specials on offer.
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Standard Keyword Example
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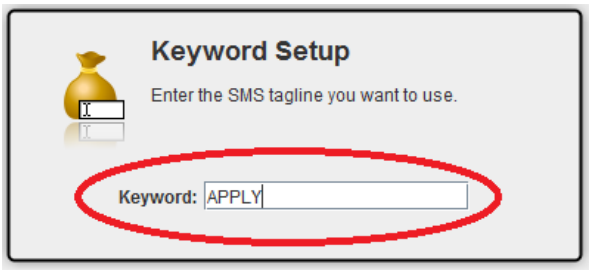
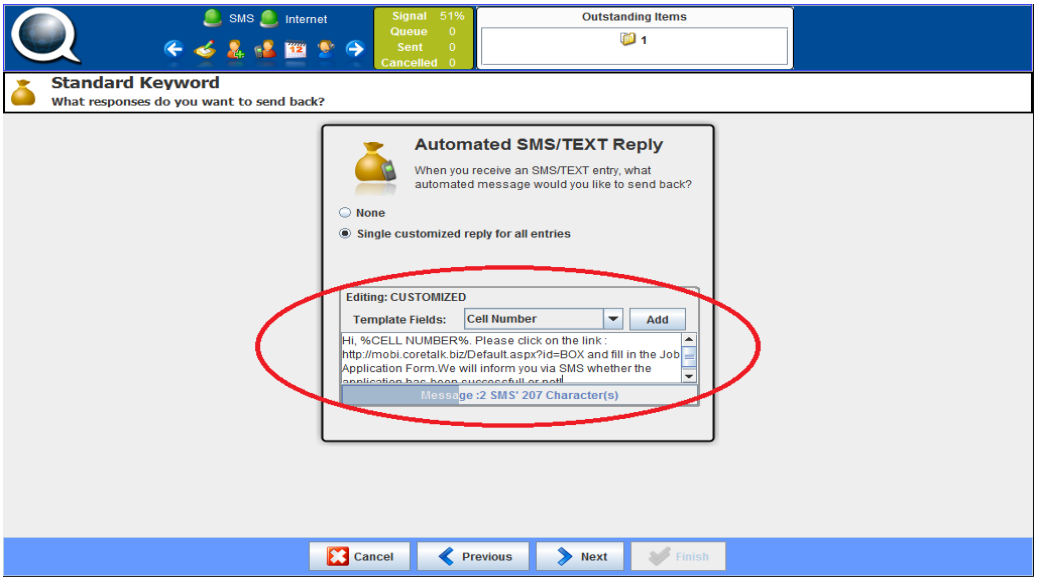
Step2: Enter the Keyword for the SMS Tagline. Click “Next” to proceed to the next screen. For this purpose we will enter “Apply” as a keyword.



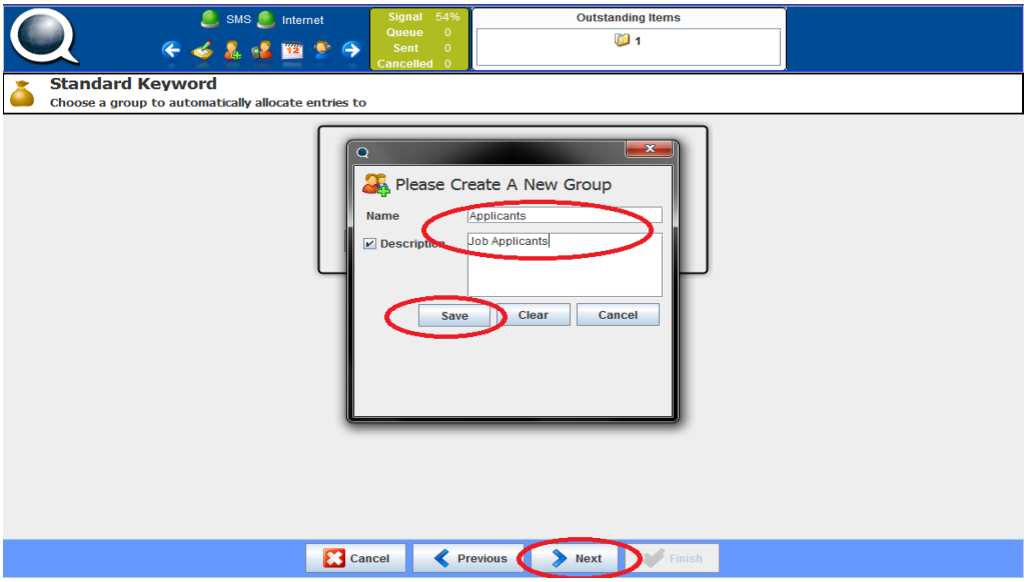
Step3: Next task would be to setup an Automated SMS/TEXT reply. Now compose the necessary message and paste the URL link of the Mobile Report form that you have previously created.



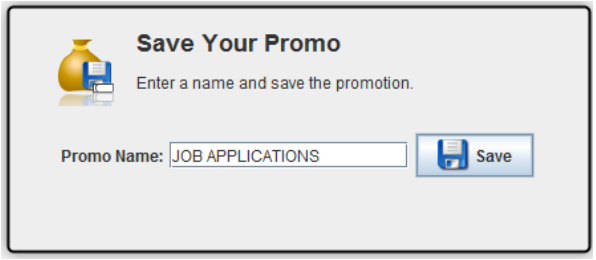
On the Messaging Tool you may use the Template Fields provided by selecting the **"Add"** button. A menu with predefined info such as (Name, CellNumber, e-mail) will be shown, you can select one and add it a strategic place on the reply message.
In this case we have entered **"Hi, %CELL NUMBER%. Please click on the link : http://mobi.coretalk.biz/Default.aspx?id=BOX and fill in the Job Application Form. We will inform you via SMS whether the application has been successful or not!**

Once finished typing the Auto Reply message click **Next** to proceed.

Step4: On the next screen you can configure CoreTalk to allocate the received entries for this SMS promotion to a particular group. You may either select the group that exists in your database, or Create a New Group. Select **Create a New Group** and name it according to the requirement and **Save** the changes. The newly created group will be automatically displayed. Please note that you may ignore the group allocation if not required.



Step5: Final step is to save the SMS promo that you have just created. Give the SMS Promo a Name and click on Save to finalize the process.



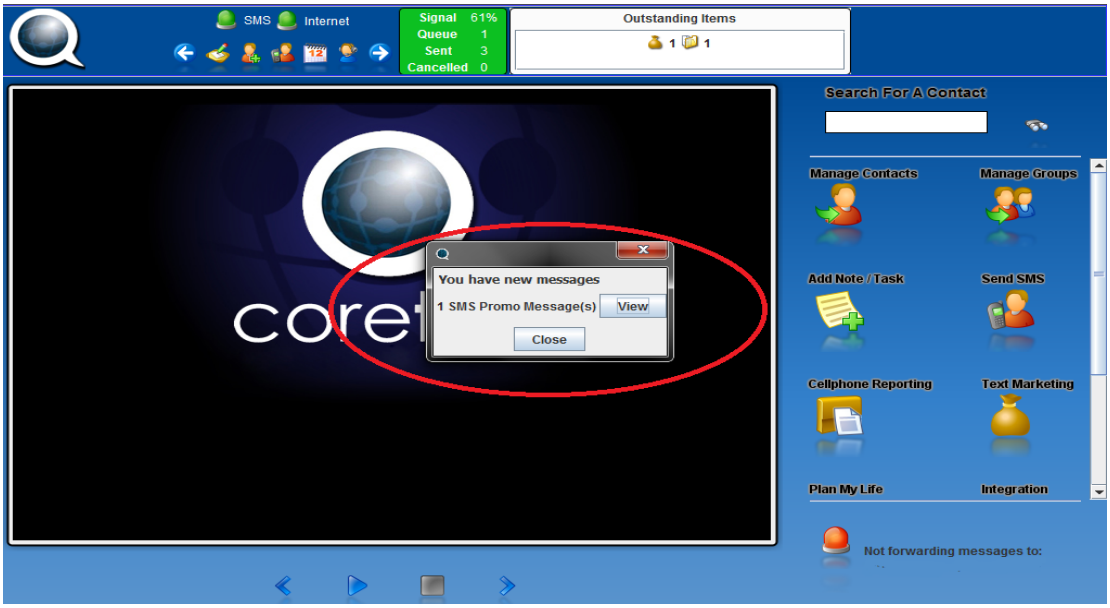
That`s it, you have created a Standard Keyword SMS promo. Next step would be to insert the SMS tagline information on a strategic place on your website.

4.Applicants TEXT the keyword if interested making it simple and convenient to apply.

Example of the newly created SMS tagline for Job Applications on a website and how applicants TEXT the keyword to apply.

5.Coretalk receives the TEXT and automatically replies with a link.

Once the SMS with keyword is received in Coretalk, the automated reply message that we have specified is sent to the applicants.



6.The applicant clicks on the link and completes the pre-qualification form

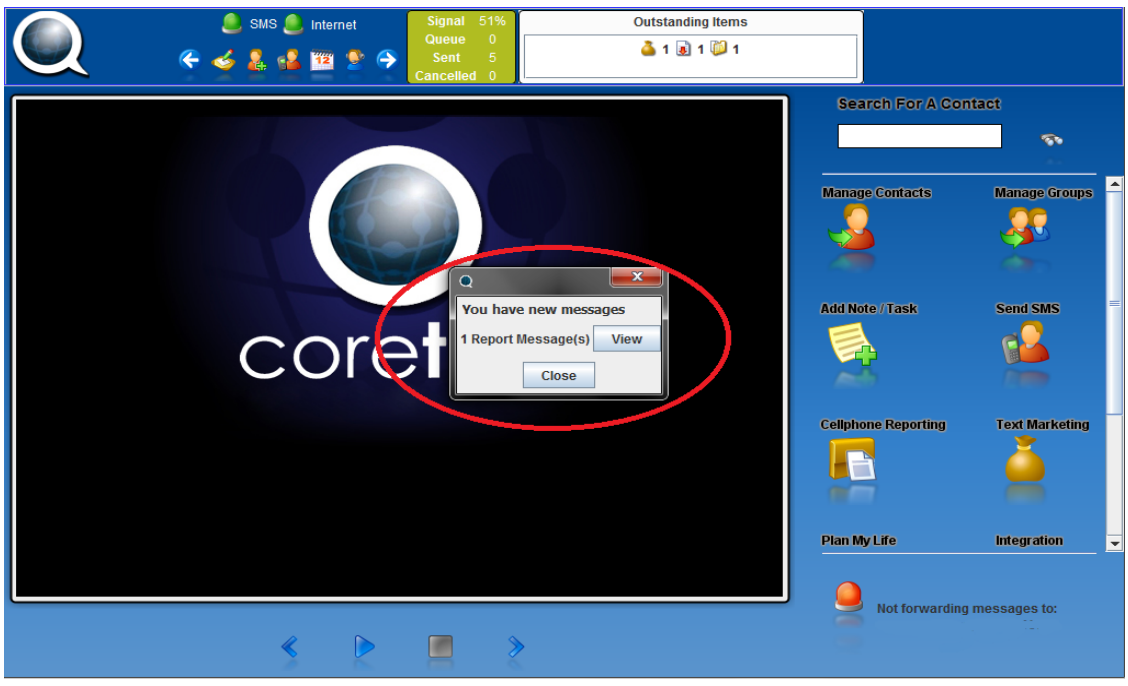
The applicant opens the received SMS message and click on the URL link provided to complete the pre-qualification form. Please note that sufficient mobile internet access is required for the URL link to be accessed.

Coretalk
Apply
12:53, 2 Nov
Hi, 0833973533. Please click on the link : http://mobi.coretalk.biz/Default.aspx?id=BOX and fill in the Job Application Form. We will inform you via SMS whether the application has been successful or not!
12:54, 2 Nov

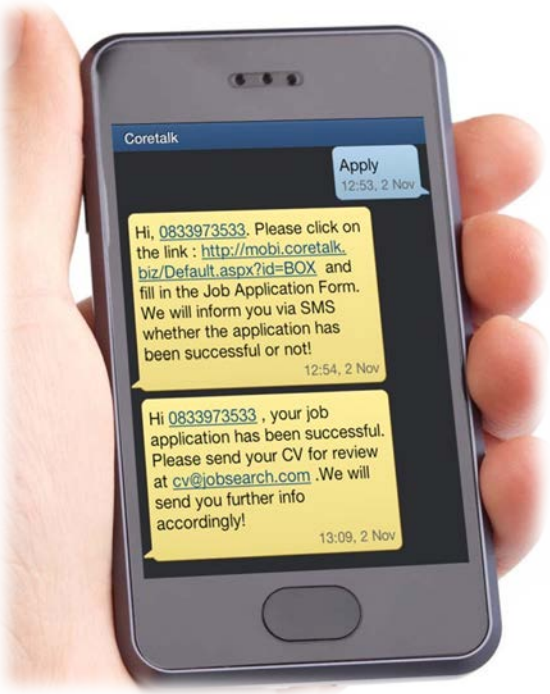
Once all the necessary information is filled in, the applicant clicks on **"Submit"** to submit the report. A reference number is also provided once the report is submitted.

7.Coretalk receives the form and intelligently filters the results.

Shortly after submitting the form the report is received in Coretalk, where the background screening process occurs as per the specified criteria.



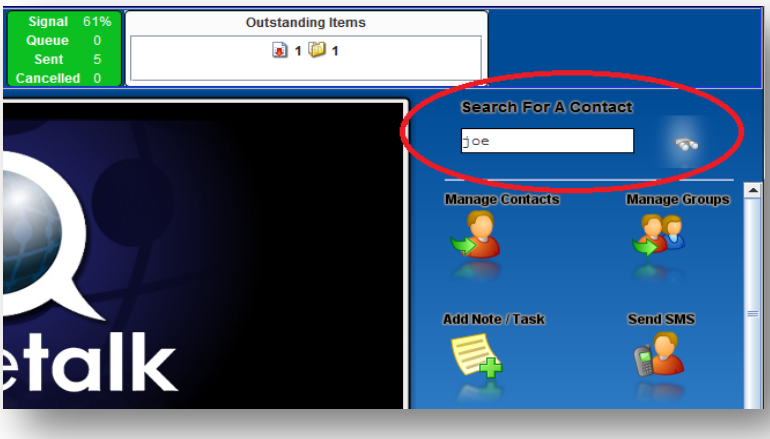
8.Applicants that meet the minimum criteria are automatically sent a TEXT message requesting them to email their CV, whilst applicants that don't meet the requirements are fairly notified.


Coretalk
Apply
12:53, 2 Nov
Hi, 0833973533. Please click on the link : http://mobi.coretalk.biz/Default.aspx?id=BOX and fill in the Job Application Form. We will inform you via SMS whether the application has been successful or not!
12:54, 2 Nov
Hi 0833973533 , your job application has been successful. Please send your CV for review at cv@jobsearch.com .We will send you further info accordingly!
13:09, 2 Nov

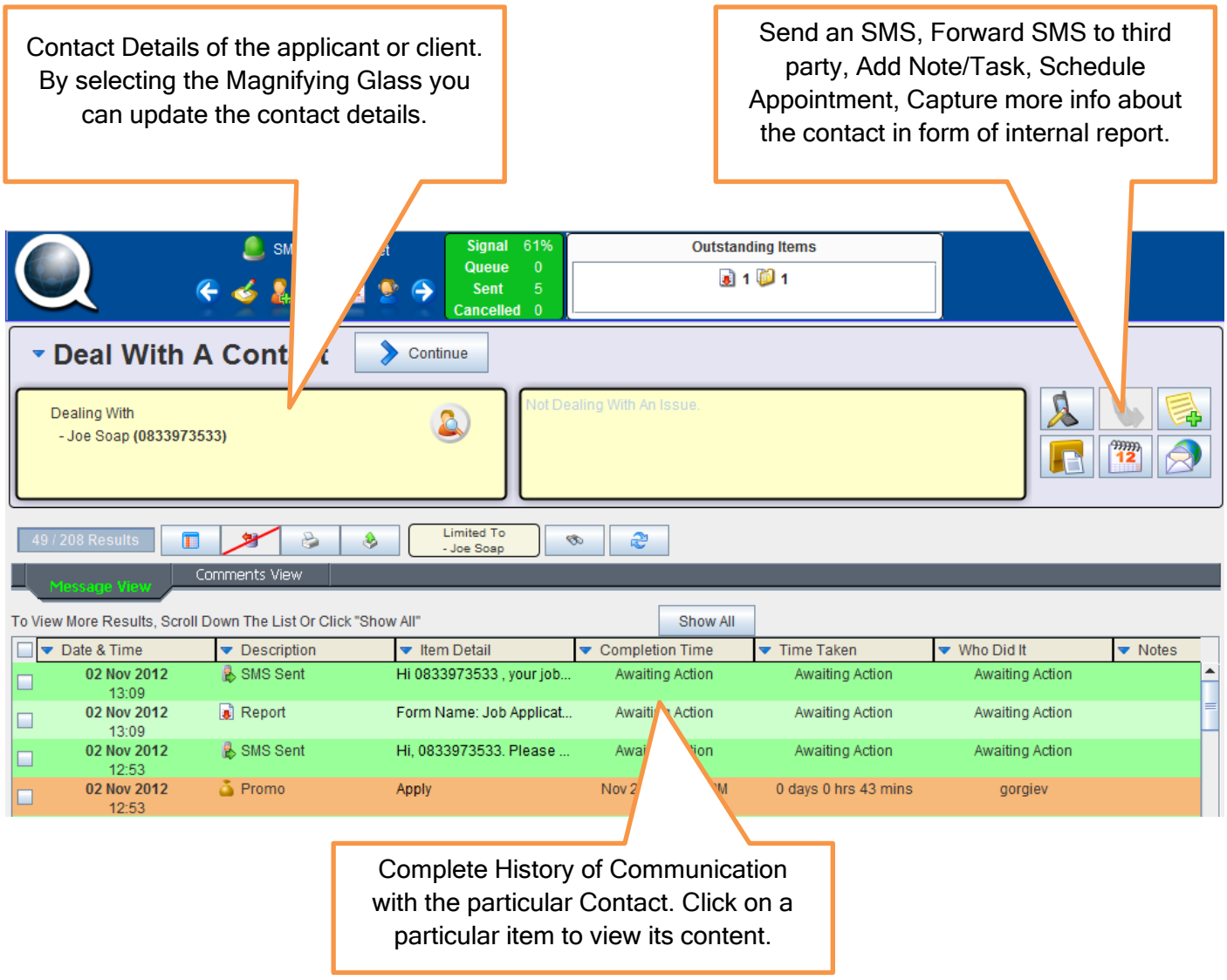
9.All applications and potential candidate forms are captured in the system including their mobile numbers for future use and analysis. Alternatively they are exported to a third party database for higher end requirements.

Coretalk automatically keeps record of the complete communication with the applicants and their contact details.

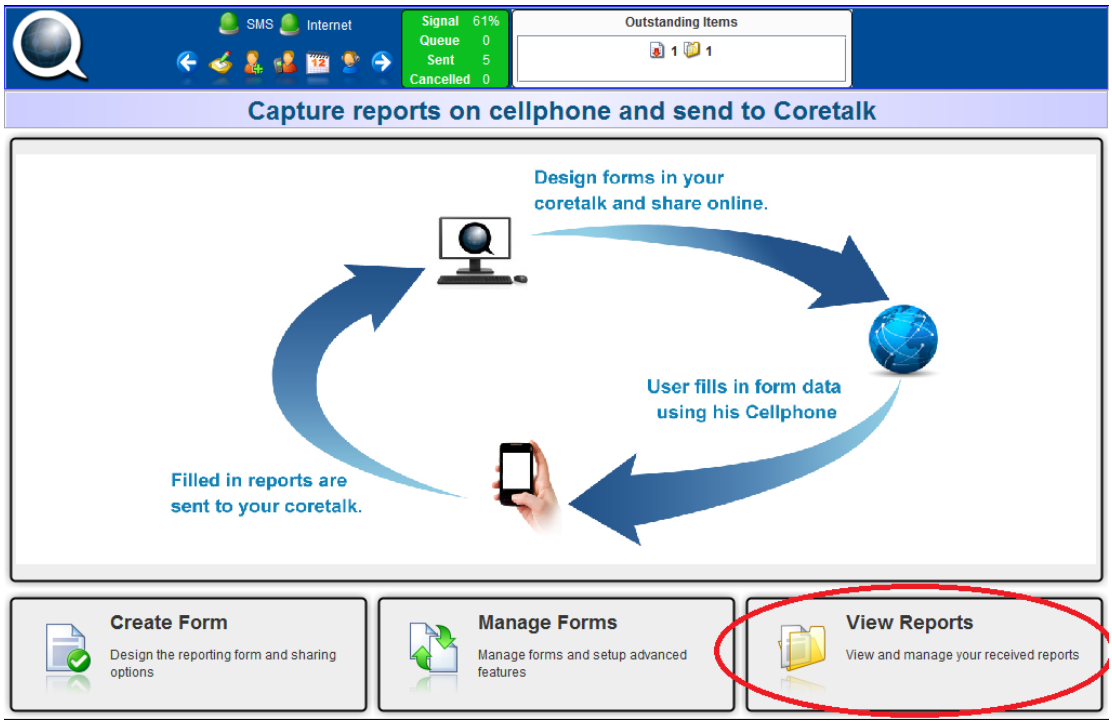
To access the communication history of a particular applicant, client simply type in their name in the search box in the Coretalk desktop screen.



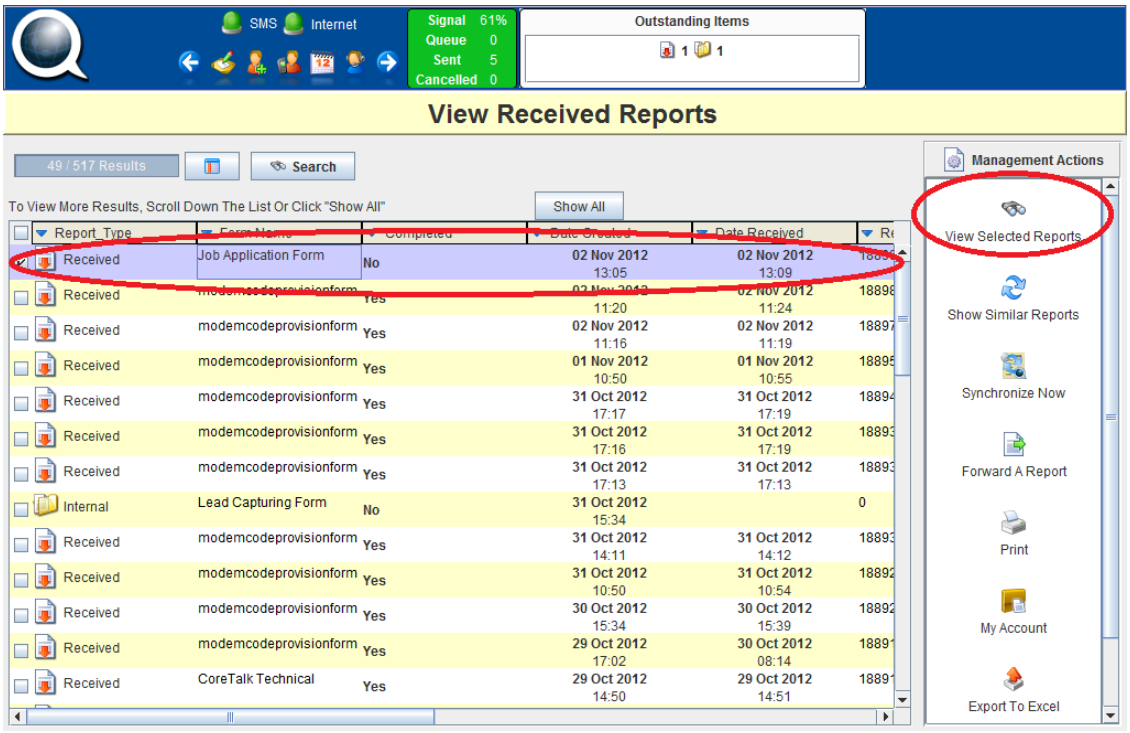
Once you have searched and selected the correct contact in the Deal with A Contact Screen you will see the complete history of communication and variety of tools that you can use to deal with that contact.



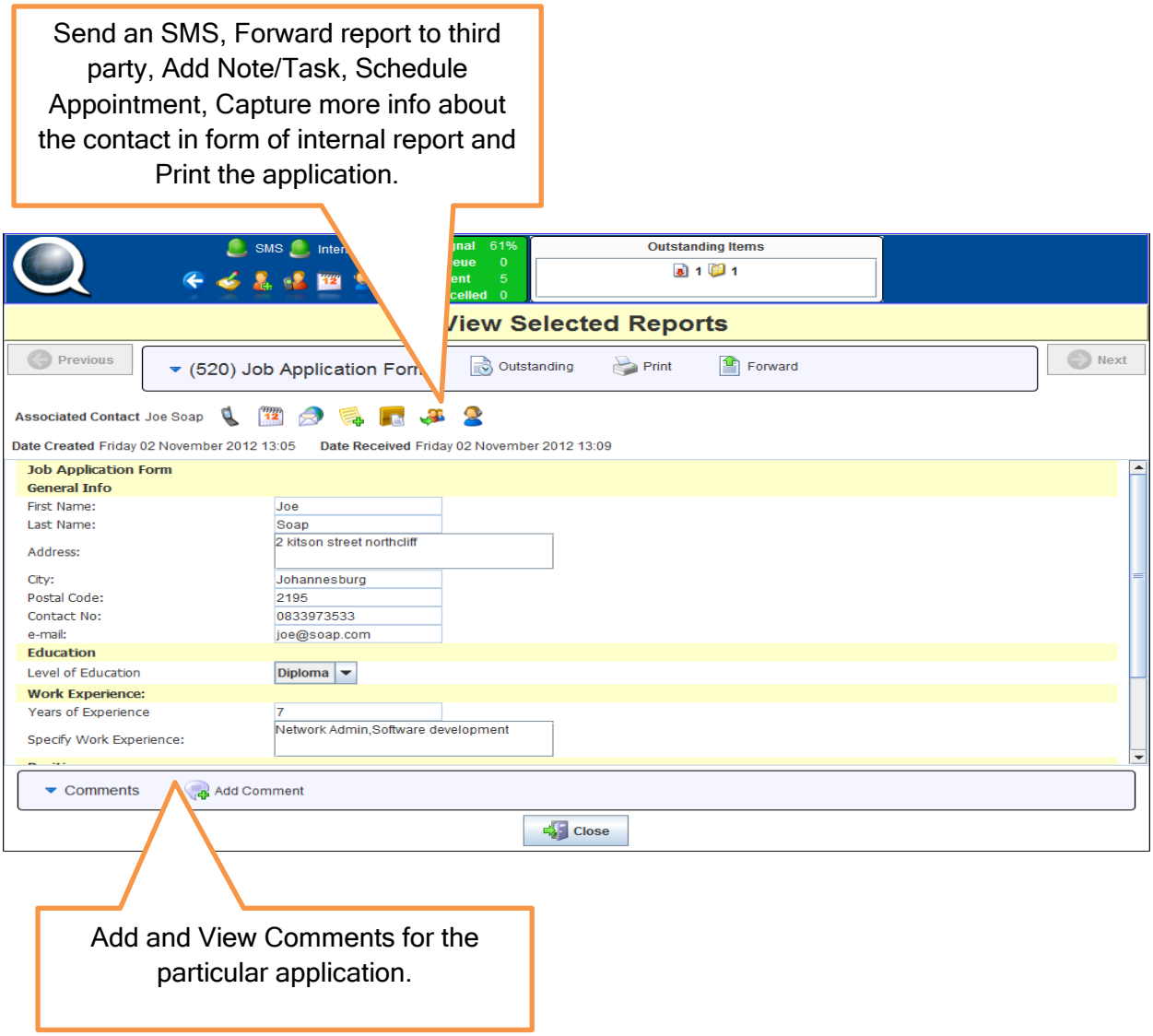
To View the received applications and further analyse the applicant`s information, select **Cellphone Reporting** from the Coretalk Desktop Screen and Click on **View Reports.**


SMS
Internet
Signal 61%
Queue 0
Sent 5
Cancelled 0
Outstanding Items
Capture reports on cellphone and send to Coretalk
Design forms in your coretalk and share online.
User fills in form data using his Cellphone
Filled in reports are sent to your coretalk.
Create Form
Design the reporting form and sharing options
Manage Forms
Manage forms and setup advanced features
View Reports
View and manage your received reports

A list of received reports is displayed, you can search for a specific report select it and click on View to View its content.


SMS
Internet
Signal 61%
Queue 0
Sent 5
Cancelled 0
Outstanding Items
1 1
View Received Reports
49 / 517 Results
Search
To View More Results, Scroll Down The List Or Click "Show All"
Show All
Management Actions
View Selected Reports
Show Similar Reports
Synchronize Now
Forward A Report
Print
My Account
Export To Excel
Report_Type
Form Name
Completed
Date Created
Date Received
Received Job Application Form No 02 Nov 2012 13:05 02 Nov 2012 13:09
Received Yes 02 Nov 2012 11:20 02 Nov 2012 11:24
Received modemcodeprovisionform Yes 02 Nov 2012 11:16 02 Nov 2012 11:19
Received modemcodeprovisionform Yes 01 Nov 2012 10:50 01 Nov 2012 10:55
Received modemcodeprovisionform Yes 31 Oct 2012 17:17 31 Oct 2012 17:19
Received modemcodeprovisionform Yes 31 Oct 2012 17:16 31 Oct 2012 17:19
Received modemcodeprovisionform Yes 31 Oct 2012 17:13 31 Oct 2012 17:13
Internal Lead Capturing Form No 31 Oct 2012 15:34 0
Received modemcodeprovisionform Yes 31 Oct 2012 14:11 31 Oct 2012 14:12
Received modemcodeprovisionform Yes 31 Oct 2012 10:50 31 Oct 2012 10:54
Received modemcodeprovisionform Yes 30 Oct 2012 15:34 30 Oct 2012 15:39
Received modemcodeprovisionform Yes 29 Oct 2012 17:02 30 Oct 2012 08:14
Received CoreTalk Technical Yes 29 Oct 2012 14:50 29 Oct 2012 14:51

In the View selected report screen, you can view the application and use the provided tools to deal with the applicant further.



You can also export the reports/applications to Microsoft Excel document or Third Party Databases.

To export select the required applications from the View Reports Screen, and click on Export To Excel.

Navigate to where the file should be placed and the content will be automatically exported.

Example of Exported Applications to Excel

	A	B	C	D	E	F	G	H	I	J	K	L
1	Job Application Form											
2	Report	Form Name	Reference	Date Received	First Name:	Last Name:	Address:	Contact No:	e-mail:	Level of	Years of Exp	Specify Work Experience:
3	520	Job Application Form	188981	2012-11-02 13:09	Joe	Soap	2 kitson street northcliff	0833973533	joe@soap.com	Diploma	7	Network Admin,Software development
4	521	Job Application Form	188982	02.11.2012 14:10	John	Doe	66 Parklane Drive	825554477	john@doe.com	Grade 12	3	IT Tech
5												
6												

Additional functionality includes:

- Integrate into your existing systems.
- Manage interview process
- Bi-directional TEXT communication with new and existing candidates.
- Profiled database with full communication history.
- Time sheets.
- Salary queries.
- Leave requests.
- Performance reviews.

Text the word, Recruit, to plus +27832873864 and we will get back to you in 5 min.

Feel free to browse the Coretalk Knowledgebase to see how the rest of the software functionality works http://support.coretalkgroup.com/index.php?/Knowledgebase/List

For a general overview of the features and benefits of the solution navigate to www.coretalk.co and then view the information in the about Coretalk section of the website.

Want to see how the Coretalk value comes together for other companies? Simply navigate to www.coretalk.co and then view the detailed video material in the Coretalk by industry section of the website.

Thank you for purchasing Coretalk, we appreciate your business.

coretalk

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